Composition of Zipcode 29676

Category	Zip Code
2010 Population	4,982
2010 Households	2,385
2010 Group Quarters	22

Missionscape: Cultural Bridges

NOTES:

#HHIds	%HHIds
1,815	76%
1,494	63%
1,448	61%
1,416	59%
1,268	53%
1,223	51%
1,180	49%
	1,815 1,494 1,448 1,416 1,268 1,223

Getting Informed

More zip information may be found on the MissionalCorps.org website and more specific data for each lifestyle segment may be accessed at the SCBC Missional Resources web page.

Getting Involved

To learn more about this location, please contact Scott Shields (scottshields@scbaptist.or g).

number of households, and the percent of the zip code. Communities are comprised of multiple lifestyle segments. The Lifestyle Summary identifies the top six lifestyle segments in the zip code, the number of

The Communities Summary identifies the top three types of communities in the zip code, the

households, percent of the zip code households, and the percent of households that are unreached. Lifestyle Segments are individual groups of people with similar living preferences and patterns

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity. This community needs eternal transformation that only comes by way of the gospel and the working of the Holy Spirit.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the focus community.

Location Composition: Listed are the total number of people and the total number of households in the county.

Cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions represented among the consumer behavior characteristics of the lifestyle group offer ways for believers to build relationships with people in the lifestyle group and through that relationship impact them for Christ.

Reaching Salem, SC

MISSIONAL ZIPCODE DIGEST

Zipcode 29676 Community Types



Notes

Rev. 5:9

song, saying: "You are

worthy to take the scroll

and to open its seals,

slain, and with your

blood you purchased

for God persons from

tribe

were

because vou

every

and nation."



Households: 525 Percent: 22.01%



Households: 220 Percent: 9.22%

In partnership with: Intercultural Institute lor Contextual Ministry www.iicm.net

The backbone of small towns and second cities. Mainstay Communities are established

Mainstay Communities

neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.

Country Communities

Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.

Working Communities

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service. These jobs provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs.

South Carolina

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Top Lifestyle Segments in Zipcode 29676



Households: 1,418 Percent: 59.45%



Hinterland Families

Professional Urbanites

Professional Urbanites is a haven for aging singles and couples, an

professionals and managers in retail, education and health care.

upper-middle-class retirement oasis in the metropolitan sprawl. With most

with their children having gone off to college and work. The adults in this

cluster boast college degrees with above-average incomes as white-collar

residents over the age of 65, these households have already empty-nested,

(41% Unreached)

(72% Unreached)

Hinterland Families is a collection of families and couples who've settled in isolated towns and villages throughout the South. These mostly middle-aged households are overwhelmingly white, less educated (one-fifth never completed high school) and working-class. They work in a variety of blue-collar jobs in manufacturing, construction, transportation and agriculture. Though most live in inexpensive houses, one-third reside in mobile homes.

Hardy Rural Families

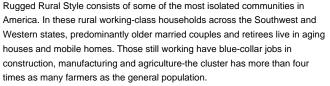
(61% Unreached)

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. I



(58% Unreached)

(64% Unreached)





Households: 71 Percent: 2.98%

Households: 108

Percent: 4.53%



Steadfast Conservatives

(69% Unreached)

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.

Households: 220 Percent: 9.22%

Households: 355

Percent: 14.88%

Family Convenience

earn upper-middle incomes.

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment



Households: 68 Percent: 2.85%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,573	65.94%
Religious but NOT Evangelical	379	15.91%
Spiritual but NOT Evangelical	286	11.98%
Non-Evangelical but NOT Interested	907	38.05%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	484	20.29%
Inactive Evangelical HHlds	328	13.77%